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HEWLETT-PACKARD COMPANY
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PATENT APPLICATION

ATTORNEY DOCKET NO. 10002991-1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Daniel C. Castle

Confirmation No.: 1135

Application No.: 09/738,199

Examiner: Y. Retta

Filing Date: 12/16/2000

Group Art Unit: 3622

Title: METHOD AND APPARATUS TO MAXIMIZE ADVERTISING REVENUE

Mail Stop RCE
Commissioner For Patents
PO Box 1450
Alexandria, VA 22313-1450

REQUEST FOR CONTINUED EXAMINATION (RCE) 37 CFR 1.114

Subsection (b) of 35 U.S.C. 132, effective on May 29, 2000, provides for continued examination of a utility or plant application filed on or after June 8, 1995.

See The American Inventors Protection Act of 1999 (AIPA).

This is a Request for Continued Examination (RCE) under CFR 1.114 of the above-identified application.

NOTE: 37 CFR 1.114 is effective on May 20, 2000. If the above- application was filed prior to May 29, 2000, applicant may wish to consider filing a continued prosecution application (CPA) under CFR 1.53(d) (PTO/SB/29) instead of a RCE to be eligible for the patent term adjustment provisions of the AIPA. See Changes to Application Examination and Provisional Application Practice, Interim Rule, 65 Fed. Reg. 14865 (Mar. 20, 2000), 1233 off. Gaz. Pat. Office

Submission under 37 CFR 1.114☐ Previously submitted☐ Consider the amendment(s)/reply under 37 CFR 1.116 previously filed on _____
(Any unentered amendment(s) referred to above will be entered).☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____☐ Other _____☒ Enclosed☒ Amendment/Reply☐ Affidavit(s)/Declaration(s)☐ Information Disclosure Statement (IDS)☐ Other _____

07/31/2007 RMEBRAHT 00000091 082025 09738199

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Miscellaneous☐ Suspension of action is requested under 37 CFR 1.103(c) for a period of _____ months.
The fee for this Suspension is (37 CFR 1.17(i)) \$130.00☐ Other _____

Page 1 of 2

Rev 10/06e (RCE)

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CONTINUED EXAMINATION TRANSMITTAL
(RCE) (37 CFR 1.114) (continued)

PATENT APPLICATION

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☒ RCE filing fee \$790.00☐ A Petition for Extension of Time☐ 1st Month
\$120☐ 2nd Month
\$450☐ 3rd Month
\$1020☐ 4th Month
\$1590

☒ Please charge to Deposit Account 08-2025 the sum of \$ 790 . At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that my regulate fees.

☒ A duplicate copy of this transmittal letter is enclosed.

☐ I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:
Commissioner for Patents, Alexandria, VA 22313-1450
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☒ I hereby certify that this paper is being transmitted to the Patent and Trademark Office facsimile number (571) 273-8300.
Date of facsimile: July 30, 2007

Typed Name: Edmond A. DeFrank

Signature: 

Respectfully submitted,

Daniel C. Castle

By 

Edmond A. DeFrank

Attorney/Agent for Applicant(s)

Reg No. : 37,814

Date : July 30, 2007

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